

THE WEATHER

An Unparalleled Under-Pricing Event That Will Be On the Tips of

A Selling Event Rich in Scope With Sparkling Values—A

A SUPER-SELL

A Barrage of Wonder Values

NEW FALL AND WINTER

Consisting of Dry Goods, Men's and Boys' Clothing, Furnishings

STORE CLOSED ALL DAY TUESDAY AND WEDNESDAY, PREPARING STOCK AND MARKING DOWN PRICES FOR THE BIGGEST SALE EVER HELD IN ROCK COUNTY. SALE STARTS THURSDAY AT 9 A.M.



OVERALLS

IT WILL BE MANY A LONG DAY BEFORE YOU WILL DUPLICATE THESE PRICES.

This will prove our assertion that we are selling merchandise at the lowest price in years. This heavy 220 denim overall, double stitched throughout, reinforced pockets, come in all sizes, are full cut and big values at

\$1.39

SEEKERS OF VALUES WILL FIND THE JANESVILLE DEPARTMENT STORE THE PLACE TO BUY AND SAVE. STARTING THURSDAY THIS STORE WILL LAUNCH ONE OF THE MOST GIGANTIC, MOST STUPENDOUS, MOST DARING PRICE-LOWERING SALE EVER HELD IN THIS PART OF THE STATE. Prices on the entire stock will be cut to the core. Not a single item will escape. Right at the beginning of the season, too, just when you need and want merchandise. Space permits us to mention only a few of the great bargains. There are hundreds of others equally as great. Remember, these prices are for NINE days only, starting Thursday, Sept. 4th, and ending, Saturday, Sept. 13th. Be on hand early and get your share of these wonderful bargains.

SALE STARTS THURSDAY

LADIES' VESTS Good quality ribbed vests in V neck or shoulder straps 22c	Men's Jersey Gloves Men's 25c heavy quality, well made Jersey gloves, sale price 19c	Boys' Capon Gloves Extra quality knitted wrists. You buy them at this sale for 11c	Men's Knitted Ties New fall arrivals beautiful new designs, hundreds to choose from. 35c	Men's Bow Ties Here we feature hundreds of the very latest bows, 50c and 75c values. 35c	KITCHEN CLEANER Puritan cleaner for your kitchen, the best you ever used. 4 cuts for 25c
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REMEMBER, Entire Stock is Included in This Sacrifice

Boys' Juvenile Suits

No, you never bought them as cheap before, but at this sale we are doing the unheard of in low prices. These suits are all new fall suits, and come in many styles and colors for the boy from 3 to 8 years, only

\$1.95

Youths' and Boys' Overcoats

Here is where the little fellow shines again. Here are dozens of new, warm, winter overcoats selling for less than half what you will pay for them thirty days from now; the sizes are 3 to 8 years, at

\$3.95

WOMEN WILL WELCOME THIS OPPORTUNITY TO BUY SHOES

WOMEN'S FELT SLIPPERS

You will soon need a warm comfy slipper; get them now; in all colors, at pair

79c

WOMEN'S ONE STRAP

Made of soft black kid, flexible sole and rubber heel; all sizes, pair

\$1.39

WOMEN'S STRAP PUMPS

If you can wear size 2½ to 4½, here is your chance, beautiful kid slippers, military heels, pair

85c

MEN'S FLEECE LINED UNION SUITS—NEW FALL STOCK

To see these garments is to buy them. To buy them now is to save mightily on your winter underwear. They are heavy woven, fleece lined and are worth much more than we are asking for them; sizes 34 to 46; sale price only

\$1.39

LADIES' FLANNELETTE NIGHT GOWNS

YOU WILL NEED THEM SOON

It will feel mighty good to slip into one of these nice, warm gowns next winter. They are made of a good heavy flannelette, embroidered neck in pink or blue, well made and you should take advantage of this sale and save half,

\$1.39

\$25.00 FREE

To the first fifty people (adults) entering our store Thursday morning, opening day of this big sale, we will give absolutely Free—a coupon good for either 25c, 50c or \$1 in cash. No strings tied to this offer, you do not have to buy a penny's worth if you don't want to. Be on hand when the doors swing open, it means money for you.

SWE

Men and boys' suits, overcoats, pull-overs, and values. Here save 50%. All clothing 25%.

\$1

MEN'S WORK SHOES

DRESS SHIRTS

You men who want to keep up your supply of shirts and at the same time have little invested, should come here and lay in a big supply. Fine Madras shirts, plain and fancy stripes, band and attached collars

95c

MEN'S SILK SOX

Guaranteed first quality silk socks at unheard of savings. They come in black, gray, white and tan, at

39c

3 pair for \$1.00.

CORSETS

The original P. and N. Corset, glove fitting, brocaded pink web, regular \$1.50 value, size 24 to 32. Sale price

89c

TABLE OIL CLOTH

The very best certified oilcloth, 47 inches wide, comes in a big assortment of colors and white. Sale price, yard

35c

Ladies' Satin SLIPPERS

Latest fall novelties in the new strap effects, low, military or Cuban heel, \$5.00 values. Sale price only

\$3.95

CHILDREN'S SHOES

A real good shoe for school or dress. There are about 250 pairs in the lot. They come in black, brown and white. Values to \$2. Sale price

85c

MEN'S DRESS SHOES

Men, here is your chance to get a good \$5.00 shoe at about half that price. They come in brown only. The sizes are from 6 to 10. You save mightily at

\$2.95

JANESVILLE DEPT STORE
BORUSZAK'S

22 South River Street

Janesville, Wisconsin

MEN'S WORK PANTS
 Men, here are real values for you. Good quality, well made and double stitched throughout. You save at least a dollar when you buy them for the low price of

\$1.95

CARPET SLIPPERS
 About fifty pair in this lot. Men's or ladies'. While they last, pair

25c

MEN'S LEATHER HOUSE SLIPPERS
 Regular \$1.75 value. The sale price is only

\$1.39

the Tongues of Thousands of People of Southern Wisconsin Feast of Bargains That Will Triple All Your Expectations! BIG SENSATION!

Affecting Our Entire Stock of
WINTER MERCHANDISE
Ladies' Ready-to-Wear, Notions, and Shoes for the Whole Family

ENTIRE SECOND FLOOR JAMMED FULL OF NEW FALL AND WINTER CLOTHING FOR MEN AND BOYS. This news will be welcomed by every man and boy who reads this bill. We have just added a new department to our store, taking the second floor for our clothing department. The manufacturers were liberal with us and made us many concessions, in many instances we bought for less than the cost of manufacturing. Remember, every garment is new, not an old garment among them, all 1924 goods. In order to acquaint Rock county people with this new department, we are throwing the entire stock in one big sale, sacrificing cost and profit—but we will be repaid by the thousands of new customers who will visit our store during this BIG NINE DAYS' SALE. COME YOURSELF AND TELL YOUR NEIGHBORS.

SEPT. 4, AT 9 A. M. SHARP

CHILDREN'S STOCKINGS

Fine quality ribbed stockings, black or brown, 25c and 35c values. Sale price

22c

Ladies' Cotton Hose

Good quality, black only, the quantity is limited. While they last, pair

9c

Men's Cotton Sock

Extra fine grade. The colors are black, brown and gray. Big values at

13c

Clark's Thread

John J. Clark's thread number 40, 50 and 60, black or white, spool

3c

35c dozen. Limit 1 dozen to customer.

Men's Khaki Pants

Made of heavy pre-shrunk khaki cloth. They are real bargains at this low price

\$1.48

VAL LACE

1,000 yards of beautiful Val lace, hundreds of designs, regular 5c and 10c values, sale price

3c

Bargains That Say Hurry Or You'll Miss Them

MEN'S NEW FALL AND WINTER SUITS AND OVERCOATS

Just received our full and complete line of clothing for men and boys. Hundreds and hundreds of the finest suits and overcoats are here ready for your choosing, and all at a most unusually low price. Our entire second floor is just brimming full of real honest-to-goodness clothing bargains. Suits for the little tots, suits for big brother and a big assortment for dad to choose from. Never in clothing history could you buy such suits or overcoats for so little money. Come and see this big display of new fall merchandise.

Men's Overcoats

Here is without doubt the most wonderful offer ever made to the men of this vicinity. New up-to-date overcoats at the beginning of the season at this price are out of the ordinary. They are real \$30 values. Tailored to the latest style and now they are only

\$14.50

Men's Suits

Values to \$25.00. Every new color and every new pattern in vogue this fall you will find here. No carried over goods. Every suit brand new, right from the manufacturer. Save half by this sale. Sizes to fit all. Models for young or old at

\$14.98

BOYS' OVERCOATS

Values to \$15. There will be a big rush for these fine hand tailored boys' overcoats. They are made by expert workmen. The styles are new and distinctive. The materials are noted for long and hard wear. There are about 100 coats in this lot but they will go out fast at this price. Size 10 to 16 at

\$9.95

MEN'S SUITS

Men who know value will readily recognize the great saving when they buy this \$35 suit for only \$24.50. They are all wool, hand tailored. There are models for the old or the young, the short or the tall, the thin and the stout. The price will tell the true story of your savings. Sale price only

\$24.50

Children's Gingham Dresses 98c

A bargain coming just at an opportune time—buy these splendid dresses for school wear.



WORK SHIRTS

THINK OF FINDING MEN'S WORK SHIRTS AT SUCH PRICES AS THIS.

Just another demonstration of our low prices at this sale. A good heavy, blue chambray work shirt, well made, full cut, with yoke and faced sleeve, one pocket, size 14½ to 17, and they are only

69c

Ladies' Street Dresses

Wonderful new Summer Dresses that shout their saving value at this sale. Dotted Swiss Voile and Tub Silk, beautiful patterns, sale price only

\$2.75

LADIES' SILK AND WOOL DRESSES

Right at the beginning of the season comes this big opportunity to lay in your winter dresses at a big saving. The entire lot goes out, regardless of cost or value, at only

\$9.95

MEN'S WORK SHOES

The Stevens strong line of work shoes are conceded to be the best made. They come in heavy, soft brown leather and are real values at the low price of

\$2.39

MEN'S DRESS SHOES

Every pair of our better shoes ranging in price from \$4.75 to \$6.00 to go at this one low price. They come in kid and calf leather, black or brown. All sizes, at only

\$3.95

Boys' and Youths' SPEEDER BALS

Good quality leather rebound canvas with rubber soles. All sizes up to 5½, at

\$1.25

CHILDREN'S SOCKS

"Arrow brand", best quality, regular size 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

39c

BOYS' SHOES

This lot of shoes are good for school or dress. The sizes are 4, 5 and 6 only. Good black gunmetal. Values to \$3.00, sale price

95c

BOYS' SHOES

For school or dress. Black blucher cut. Chrome sole, rubber heel. Size 9 to 2 at

\$2.65

Size 2½ to 5½ at

\$2.85

SAVE ON DRY GOODS

27-inch Galatea Cloth for aprons or boys' waists.....

12c

36-inch Percales, light or dark colors, at.....

19c

27-inch Challie, for quilting.....

18c

MEN'S SPEEDER BALS

Made of heavy brown canvas, leather trimmed, rubber soles, all sizes.....

\$1.49

MEN'S TENNIS OXFORDS

Good quality black canvas, sizes 6 to 10. You buy them now for only

98c

INFANTS' FIRST STEPS

A big selection to choose from. Soft kid flexible soles. Regular

39c

CHILDREN'S WHITE SLIPPERS

Two months yet to wear them. One and two straps. Sizes 8 to 12. Choice at

79c

JANESVILLE DEPT STORE
BORUSZAK'S

22 South River Street

Janesville, Wisconsin

BOYS' SUITS

This news should bring parents to this store bright and early Thursday morning. This lot of suits for boys in sizes 14-15-16 with long or short pants will go like wild fire. They are new fall suits and you will say they are big bargains at

\$4.95

WITH THE FARMERS

Farm Bureau Official Information

Wisconsin Leads in Commodity Co-op Market

(SPECIAL TO THE GAZETTE)
Madison—Wisconsin's system of federated commodity cooperative organizations is the "variety" on which is based the cooperative dairy marketing plans for the whole country, which have grown out of the joint investigations of the American Farm Bureau Federation and the Wisconsin College of Agriculture by Theodore Macklin.

If the farmers, through their cooperative associations, own the finished product, they must get some of the substantial idea that the consumer's favor must be won for successful selling. Wisconsin dairymen are selling milk as a finished product to city milk distributors. They are also selling milk as a raw material to condenseries, cheese factories, and creameries.

For farmers living near a city so that milk for the retail market is their main product, Macklin says the first task is to develop a local organization to deal with the local problems. The next step is to federate a number of these local to deal with larger problems. The same plan fits the dairymen who supply the condenseries.

Co-operative cheese factories have served Wisconsin farmers for years in converting the raw material, milk, into the finished product, cheese. These co-operatives have the finished product to sell. They therefore need an effective sales organization. This requires, according to Macklin, a volume of product, a merchandising plan, and talent to execute it. Experience points to a federation of local organizations for selling purposes as the best way to accomplish this. Co-operatives have the same problems; no they may wisely build on the same plan. Because milk is a complex raw material, it gives rise to five or more main finished products, which require the formation of an equal number of specialized local organizations. When different areas of the milk are possible as on the edge of the city with district of a city, the local may agree between themselves to balance the supply of milk. They may use their milk to manufacture those special products or sell it to another, as the market demands indicate.

BUSINESS PICKING UP, ROTARIANS TOLD

(BY ASSOCIATED PRESS)
Wausau—C. C. Berlin, head of the commercial new research department of the Curtis Publishing company, Philadelphia, told Rotarians here that business was picking up in the east, and promising to get better when election uncertainties were past. He said a great improvement was noticeable in the wheat and corn states due to the advance in prices. Mr. Berlin was principal of Wausau high school from 1897 to 1911, leaving to accept a position with the Curtis company.

Spiritual Church Service—The Rev. S. M. Dwyer announced that a service of the new Christian Spiritual church will be held in the assembly hall of Interurban hotel, South Franklin street, at 8 p. m. Wednesday, the subject to be, "Divine Healing." Services next Sunday will be at 7 and 8 p. m.

Farm Machinery Inventor Dead

(BY ASSOCIATED PRESS)
Poughkeepsie, N. Y.—Henry J. Case, 85, inventor of harvesting machinery and pioneer in the agricultural field, died yesterday at his home here.

Forming implements of all kinds, bearing Mr. Case's name, have been in use throughout the world for 50 years. His first invention, the automatic rake, was put on the market in 1853. Mr. Case first became interested in machinery as a dream on a wood-burner cooperative of a New York Central branch line running out of Poughkeepsie, N. Y. In 1875, he joined D. M. Osborn company and built the first steel frame (wine-blading) harvester. In recent years, he was adherent to the McCormick and Deering companies of Chicago, the Johnson company of Butana, and the Allis-Chalmers and Moline companies of New York.

CATTLE JUDGING AT ELKHORN STARTS WED.

Livestock judging in the cattle classes started Wednesday at the Elkhorn county fair in Elkhorn, Wis., with ribbons being awarded on Guernseys, all Shorthorns, Jerseys and Brown Swisses and Holsteins to be judged Thursday.

Walworth and Rock counties will compete in two of the classes Holsteins and Milking Shorthorns. The Walworth fair attracted big crowds both Monday and Tuesday.

Free

Consultation Without Charge

BRING THE CHILDREN IN and discuss their symptoms with me. If it seems necessary, an examination can be made then.

Neglect may cause them the loss of their most precious sense.

H. C. ROOD
OPTOMETRIST-OPTICIAN

RADIO AUDIENCE HEARS LA FOLLETTE

In Opening Declaration Sees No Ray of Hope in Old Parties.

(BY ASSOCIATED PRESS)
Washington—Assailing the republican and democratic parties, which he declared offer nothing to remedy the evils which have arisen under their respective administrations and as a result of their policies, Senator La Follette of Wisconsin, in a Labor day message broadcast by a chain of radio stations, appealed Monday afternoon to the voters of the nation to support his independent candidacy for the presidency.

Senator La Follette asserted that he has entered the campaign as a candidate to "convict" the monopoly system which, he contended, is protected by certain laws and by the failure to enforce others, and whose power is so great that both of the old parties have become its "object slaves."

"The message of republican and democratic parties," said Mr. La Follette, "is a message of despair. In the American people and no ray of hope for relief from the burdens which oppress them."

"But the people have found a great hope, and that hope is in the progressive movement. We have exhibited in this campaign to restore this government to the service of the pub-

lic, to secure to the laborer and producer in all lines a great share of the product of his toil, while protecting the consumer against the trust-fixed prices on all he buys, and to drive out of the government at Washington the corrupting influences now so dominant."

If elected president, Senator La Follette pledged himself to work for the repeal of the transportation act of 1920 behind which, he asserted, the interstate commerce commission "has taken refuge in its refusal to reduce the present exorbitant railroad rates," downward revisions of tariff duties, readjustment, tax schedules, reorganization of the federal trade and tariff commissions, conservation of natural resources and promotion of co-operative marketing, free from government control, as an aid to the farmer.

What He Would Do

"I shall, if elected, use the appointive power of the executive," declared the Wisconsin senator, "to free every department of the government from the control of special interest. I would place at the head of the department of justice and in the office of every United States district attorney men who would vigorously enforce all laws, and I would instruct them to bring and prosecute criminal actions against every profiteering monopoly which violates the anti-trust laws with the same vigor which I should require of them in the prosecution of a bootlegger."

GENERAL YOUNG DEAD

Helena, Mont.—Lieut. Gen. S. M. L. Young, retired, died at his home here today following an attack of bronchial pneumonia.

William and Mary Style

"Treasure" Solid Silver

Sterling 925/1000 Fine

THINGS of beauty in your daily life add immeasurably to your joy and happiness, and nothing gives such lasting delight and satisfaction as beautiful sterling silverware for your table.

In the William and Mary Style, you will find a pattern of extreme delicacy and elegance. Detail, composition, and workmanship show it to be a design of high artistic merit and a worthy heirloom for future generations.

"Treasure"

DEWEY & BANDT

Quality Jewelers

122 E. Milwaukee St.

Phone 4734

THE CHICAGO DAILY NEWS

1924 Amateur Photographic Contest

\$3,000 in Prizes

THE CHICAGO DAILY NEWS 1924 AMATEUR PHOTOGRAPHIC CONTEST is now open and will run until October 11. The purpose of the contest is the encouragement of amateur photography of all kinds; it is open to all men, women and children, except professional photographers. Amateur photography is one of the finest recreations. It is in the first place inexpensive, since efficient equipment can be obtained at a price within the reach of almost every one. In the second place it can be enjoyed in any kind of environment—house or apartment, city or country, and in any weather or season. In the third place it provides by its very nature a permanent recorder of the pleasant hours spent in its pursuit; the album of the amateur photographer will always be one of his most cherished possessions.

Every One Has a Chance.

The basis on which the prize-winning pictures will be selected will be their relative degree of originality, beauty and human interest, all of which are of like importance. This will give an equal opportunity of success to amateur photographers of all degrees of skill and equipment. The boy with a \$2.00 box camera has as good a chance to win a prize as the "grown-up" with a \$200.00 speed camera, provided he follows the rules as closely and uses as much originality and perseverance in securing his subjects. Many of the finest photographs have been taken with very simple and inexpensive equipment. The prize-winning photographs in last year's contest were made with almost all kinds of cameras known to the art. The people who won prizes ranged from boys and girls to old, experienced camera fans. As many as possible of the prize-winning pictures will be published in the Saturday Photographic Section of THE CHICAGO DAILY NEWS.

Substantial Cash Prizes to Be Awarded.

The inducements offered to amateur photographers to enter the contest should interest every reader. They will be in the form of cash prizes, 324 of them in all, ranging in amount from \$5.00 to \$150.00 each—a total of \$3,000.00. The large number of prizes gives every individual a good chance of winning one. The detailed list will be found in the rules below.

Competent Jury Will Select the Prize-Winners.

The relative merits of the photographs entered in the 1924 Amateur Photographic Contest will be judged by the following highly qualified committee:

RALPH CLARKSON, well-known Chicago painter, often styled the dean of Chicago artists.
PAUL WIERUM, member and former president of the Chicago Camera Club.
JENS ERIKSEN, art editor of THE CHICAGO DAILY NEWS.

A Series of Contests.

The 1924 contest will take the form of a series of five subcontests on different general subjects, followed by the Final Contest. Beginning September 6, one subcontest will close each week until October 11, when the closing of the Final Contest, including every picture entered in a subcontest in addition to photographs entered in the Final Contest alone, completes the competition.

Great Freedom in Choice of Subjects.

The general subject of the photographs eligible to be entered in THE CHICAGO DAILY NEWS 1924 AMATEUR PHOTOGRAPHIC CONTEST will be "Vacation." The five individual subjects of the subcontests have been arranged with a view to opening the contest to as wide a variety of photographs as possible. Amateur photography being a recreation, it naturally follows that the great majority of amateur photographers will be made during recreation periods, such as summer vacations, week-end outings and the like. And there is hardly a vacation picture which cannot be interpreted as eligible for the contest.

RULES GOVERNING THE CONTEST

THE SCHEDULE		
Subject of Contest	Closing Date	Prize Announced and Winning Pictures Published
Vacations in and About Chicago	Sept. 6	Sept. 20
Vacation Children, or Animals	Sept. 13	Sept. 27
The Vacation Girl	Sept. 20	Oct. 4
Motor, Fishing or Camp Vacations	Sept. 27	Oct. 11
Vacation Scenes	Oct. 4	Oct. 18
FINAL CONTEST	Oct. 11	Oct. 25

THE PRIZES		
	Each Subcontest	Final Contest
First Prize	\$100.00	\$150.00
Second Prize	50.00	100.00
Third Prize	25.00	50.00
Fourth Prize	10.00	25.00
50 Fifth Prizes, each	5.00	10.00

Photographs must be securely wrapped, addressed to The Chicago Daily News, Photographic Contest Editor, 15 N. Wells St., Chicago, Ill., and mailed or delivered to that address. Each photograph must conform to one of the subcontest subjects listed above, and must be postmarked on or before the closing date of the subcontest in which it is to be entered, or delivered before 5 P. M. of that date. Any photograph arriving too late for entry in a subcontest will be entered only in the Final Contest. All photographs entered in subcontests will also be entered in the Final Contest. The same photograph cannot be entered in more than one subcontest. No photographs will be returned. Send prints only; negatives will not be accepted. There are no restrictions as to the size of the prints.

THE CHICAGO DAILY NEWS, PHOTOGRAPHIC CONTEST EDITOR, 15 N. Wells St., Chicago, Ill.

I hereby certify that I am not a professional photographer, that the attached photograph was taken by me and that I am the exclusive owner of all rights of publication thereof. I hereby license THE CHICAGO DAILY NEWS COMPANY to publish this photograph and to enter it in THE CHICAGO DAILY NEWS 1924 AMATEUR PHOTOGRAPHIC CONTEST, in the subcontest entitled.....

The subject of this picture is.....

Name.....

Address.....

Telephone Number.....

Production—the Builder of States

PRODUCTION, on farm and in factory, is the giant force that has made Wisconsin prosperous. Whatever slows up production—whatever makes it harder to be successful through honest effort—puts our prosperity as a state in danger. That prosperity of ours is a priceless, precious thing. It means comforts for all of us—freedom from many worries—opportunity for our children.

Wisconsin produces in one year—

Agriculture & Forestry \$ 780,616,000 with 308,038 employed.
Manufactured Products \$1,846,984,000 with 339,573 employed.

These figures are big. They must be bigger if we are to hold our place with other states and care for growing population.

With our assets of soil, climate, location, natural resources and above all, the high character and energy of our people, we can compete for the markets of the whole country.

Ninety per cent of our factory products are now sold outside Wisconsin. If we are to go "Forward" we must keep down cost of production to compete with 47 other states. Our laws and our taxes must not be more severe than other states impose.

WISCONSIN MANUFACTURERS' ASSOCIATION
MADISON, WISCONSIN

FARM AND FACTORY MUST PROSPER TOGETHER